

Why do people sleep

Remember the morning you woke up with a feeling that you really had been sound asleep all night? Never felt so well before! Nor looked so fresh and rested—nor got things done so easily.

IT WAS the deep sleep that did it. Nothing keeps us looking so young or feeling so vigorous as enough deep, restful sleep—every nerve and muscle relaxed.

Do you ever really relax?

The chances are you don't.

No matter what you do to bring sleep, you will never sleep sound unless your bed invites perfect relaxation. Most beds have a loose joint that squeaks or rattles. Even a slight noise sets your nerves on edge.

There is not a person anywhere but will sleep better for doing away with the old wooden bed or loose-jointed noisy metal bed and getting a Simmons Metal Bed.

Thousands who for years have been "light sleepers"—waking at every sound—sleep the night through on a Simmons Bed.

Why the Simmons Bed?

The Simmons Metal Bed is strong and rigid where the average bed is weakest—in the corner locks.

These are some of the Simmons *basic patents*—the pressed steel corner locks—they have much longer locking surfaces than you find in the average bed. In fact, it is the pressed steel corner locks that have made possible the Simmons new Three-piece Bed—the spring made in a single unit with the side rails.

The Simmons Company of Kenosha, Wisconsin, San Francisco, California, Newark, New Jersey and Montreal, Canada, has been specializing for two generations in making the best metal beds that can be produced.

And what is more, Simmons Beds are produced *complete* by the Simmons Organization.

Every item, every detail made straight-forward from the bulk metal under the Simmons roof—tubing, corner locks, fittings and springs; all the processes of forging, rolling, machining, brazing, grinding, polishing, finishing—to the last final touch of enamel or lacquer.

Don't Blame Your Mattress for the Faults of Your Spring!

Everybody knows the spring that slackens, sags and lets the sleeper roll into a hollow—or creaks with the slightest movement—or that does not fit four-square and firm on the bed, and knocks or rattles.

The Simmons *Slumber King* Spring is taut, but elastic—never slack. Makes a flat, resilient foundation for the mattress.

It gives to the contours of the body—supports the spine in any sleeping position—is noiseless, invites relaxation, and promotes natural, restful sleep.

Finished smooth—can't tear ticking of mattress. The entire spring has a rust-proof oxidized-silver finish.

Simmons Beds are Made in All Sizes and Styles

Full double—Three-quarter—Full single—Standard single—and Twin Beds.

You will find a range of *styles* to select from in brass, and in enamel with and without brass trimmings.

Simmons styles are *good*. Whatever your

bedroom decoration scheme, you will find a Simmons Bed that "belongs."

The tubing generous, massive—never skimpy or weak.

Beautifully finished. Lacquer perfect. Enamel free from pin-holes, blisters and lumps—clear and smooth.

Your choice of white, cream and delicate tones of colors in vogue for interiors today.

Simmons Beds are not sold by every dealer in furniture. But you *will* see them in the leading stores of your community—the housefurnishing, department and general stores where you would expect to find first-class goods.

It will pay you to find one of these quality merchants.

And now with regard to the unusual variety of TWIN BEDS

The Twin Bed is almost a specialty with the Simmons Company.

Nice people everywhere are discovering that a separate bed for each person is a great aid toward perfect rest and sound health.

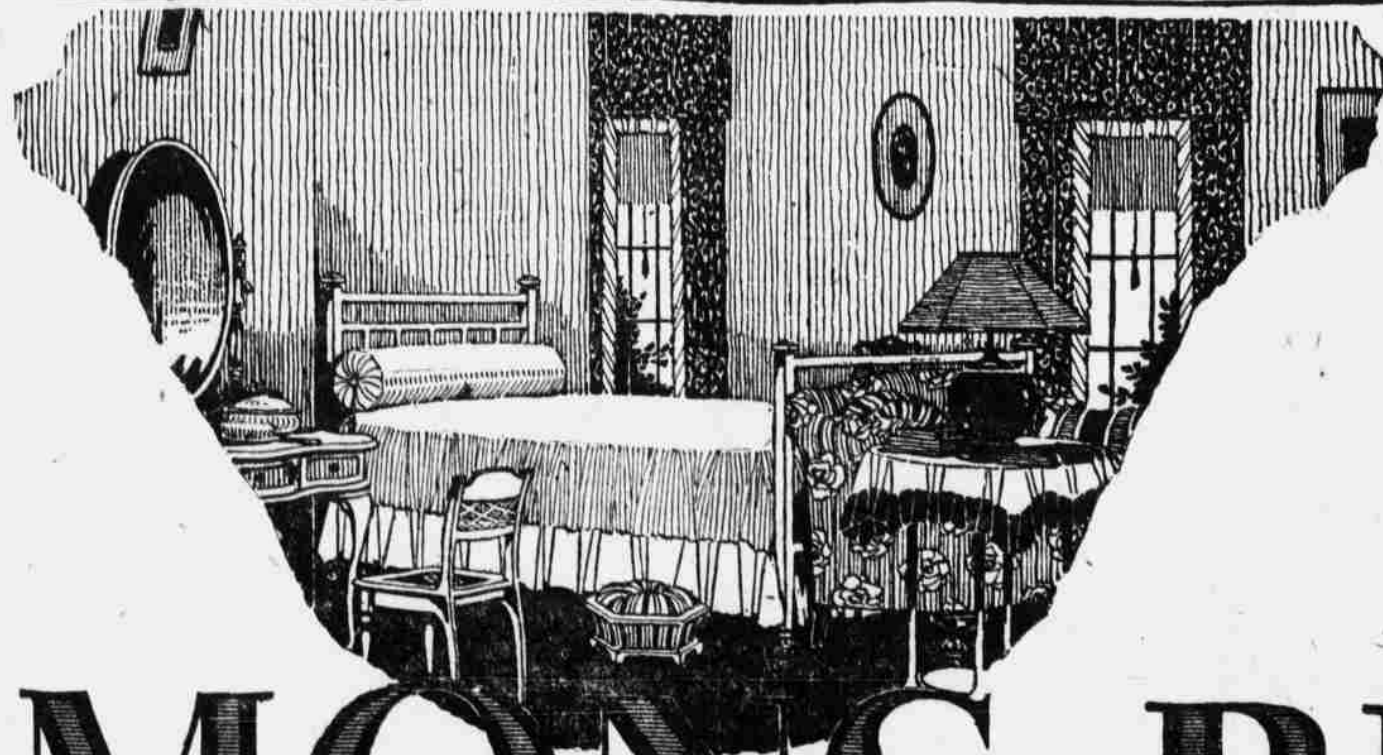
One sleeper does not disturb the other. Colds, sore throat, and other infections are not communicated. And one sleeper does not draw on the vitality of the other.

Simmons Beds will cost you little if any more than the general run of metal beds. They are worth more—*much more*.

If you care to write us, we will tell you where to get Simmons Beds in this section.

San Francisco, Cal. Newark, N. J.
Montreal, Canada

SIMMONS COMPANY
Kenosha, Wisconsin



SIMMONS BEDS

Built for Sleep